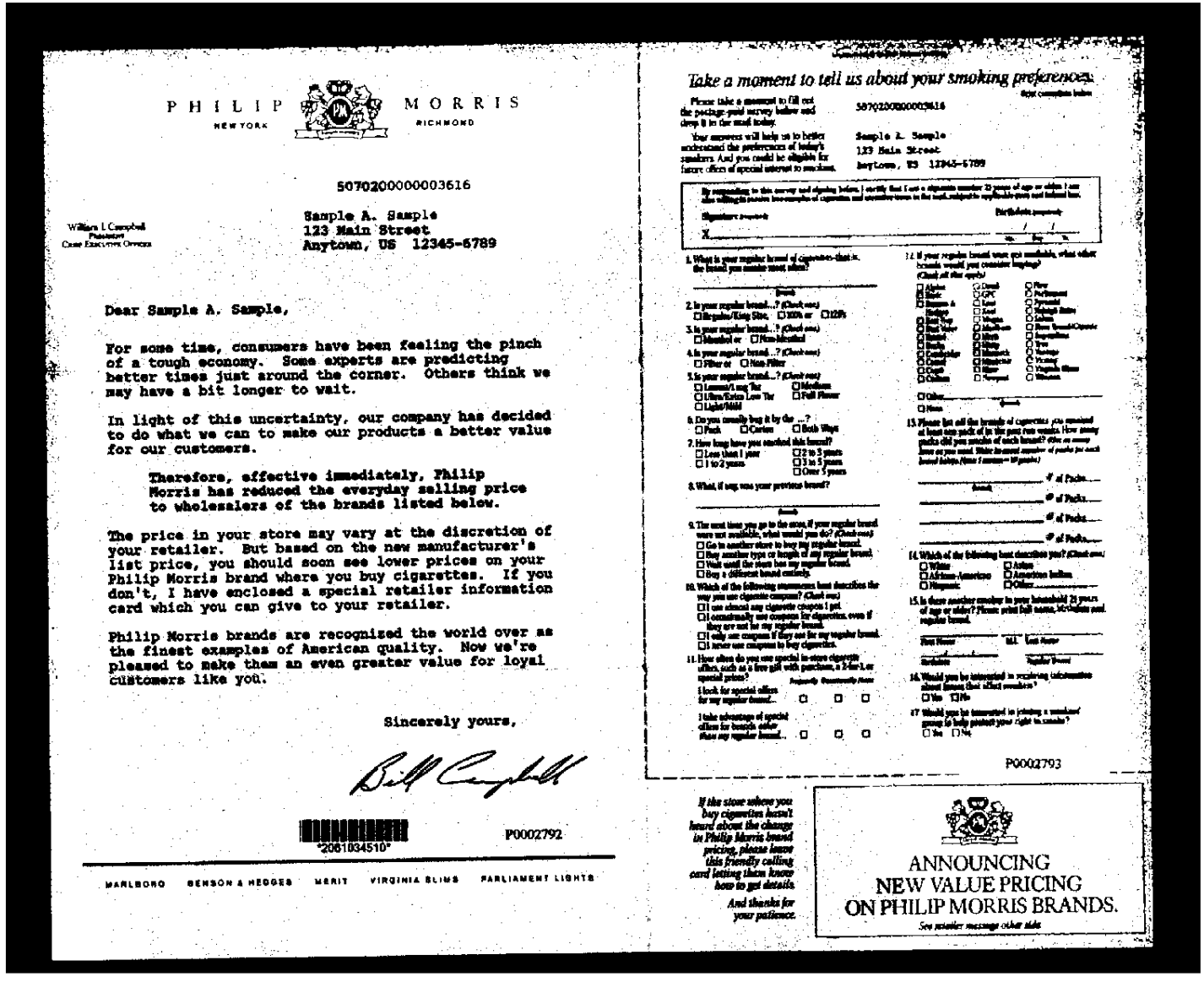


PHILIP MORRIS
NEW YORK — RICHMOND

50702000000003616

William I Campbell
President
Chief Executive Officer

Sample A. Sample
123 Main Street
Anytown, US 12345-6789

Dear Sample A. Sample,

For some time, consumers have been feeling the pinch of a tough economy. Some experts are predicting better times just around the corner. Others think we may have a bit longer to wait.

In light of this uncertainty, our company has decided to do what we can to make our products a better value for our customers.

Therefore, effective immediately, Philip Morris has reduced the everyday selling price to wholesalers of the brands listed below.

The price in your store may vary at the discretion of your retailer. But based on the new manufacturer's list price, you should soon see lower prices on your Philip Morris brand where you buy cigarettes. If you don't, I have enclosed a special retailer information card which you can give to your retailer.

Philip Morris brands are recognized the world over as the finest examples of American quality. Now we're pleased to make them an even greater value for loyal customers like you.

Sincerely yours,

Bill Campbell

2061034510

P0002792

MARLBORO BENSON & HEDGES MERIT VIRGINIA SLIMS PARLIAMENT LIGHTS

Take a moment to tell us about your smoking preferences.

Please take a moment to fill out the postage-paid survey below and drop it in the mail today.

Your answers will help us to better understand the preferences of today's smokers. And you could be eligible for future offers of special interest to you.

50702000000003616

Sample A. Sample
123 Main Street
Anytown, US 12345-6789

By responding to this survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free samples of cigarettes and occasional items in the mail, subject to applicable state and federal law.

Signature required — Birthdate required

X _____ / / (Mo. Day Yr.)

1. What is your regular brand of cigarettes—that is, the brand you smoke most often?

_____ Brand

2. Is your regular brand...? (Check one)
☐ Regular/King Size ☐ 100s or ☐ 120s

3. Is your regular brand...? (Check one)
☐ Menthol or ☐ Non-Menthol

4. Is your regular brand...? (Check one)
☐ Filter or ☐ Non-Filter

5. Is your regular brand...? (Check one)
☐ Lowest/Long Tar ☐ Medium
☐ Ultra/Extra Low Tar ☐ Full Flavor
☐ Light/Mild

6. Do you usually buy it by the ...?
☐ Pack ☐ Carton ☐ Both Ways

7. How long have you smoked this brand?
☐ Less than 1 year ☐ 2 to 5 years
☐ 1 to 2 years ☐ 3 to 5 years
☐ Over 5 years

8. What, if any, was your previous brand?

_____ Brand

9. The next time you go to the store, if your regular brand were not available, what would you do? (Check one)
☐ Go to another store to buy my regular brand.
☐ Buy another type or length of my regular brand.
☐ Wait until the store has my regular brand.
☐ Buy a different brand entirely.

10. Which of the following statements best describes the way you use cigarette coupons? (Check one)
☐ I use almost any cigarette coupon I get.
☐ I occasionally use coupons for cigarettes, even if they are not for my regular brand.
☐ I only use coupons if they are for my regular brand.
☐ I never use coupons to buy cigarettes.

11. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special price?

	Frequently	Occasionally	Never
I look for special offers for my regular brand...	☐	☐	☐
I take advantage of special offers for brands other than my regular brand...	☐	☐	☐

12. If your regular brand were not available, what other brands would you consider buying? (Check all that apply)

☐ Alpine	☐ Doral	☐ Now
☐ Basic	☐ GPC	☐ Parliament
☐ Benson & Hedges	☐ Kent	☐ Pyramid
☐ Bristol	☐ Kool	☐ Raleigh Extra
☐ Camel Filter	☐ Lark	☐ Salem
☐ Camel Light	☐ Lucky Strike	☐ Vantage
☐ Carlton	☐ Marlboro	☐ Virginia Slims
☐ Century	☐ Merit	☐ Winston
☐ Cambridge	☐ Misty	☐ Other _____ Brand
☐ Capri	☐ Monarch	☐ None
☐ Cavalier	☐ Montclair	
☐ Chesterfield	☐ Newport	

13. Please list all the brands of cigarettes you smoked at least one pack of in the past two months. How many packs did you smoke of each brand? (Use an extra piece of paper if you need more space.)

_____ Brand — # of Packs
_____ Brand — # of Packs
_____ Brand — # of Packs
_____ Brand — # of Packs

14. Which of the following best describes you? (Check one)
☐ White ☐ Asian
☐ African-American ☐ American Indian
☐ Hispanic ☐ Other _____

15. Is there another smoker in your household 21 years of age or older? Please print full name, MI, address and regular brand.

First Name MI Last Name
Address Regular Brand

16. Would you be interested in receiving information about issues that affect smokers?
☐ Yes ☐ No

17. Would you be interested in joining a smokers' group to help protect your right to smoke?
☐ Yes ☐ No

P0002793

If the store where you buy cigarettes hasn't heard about the change in Philip Morris brand pricing, please leave this friendly calling card letting them know how to get details.

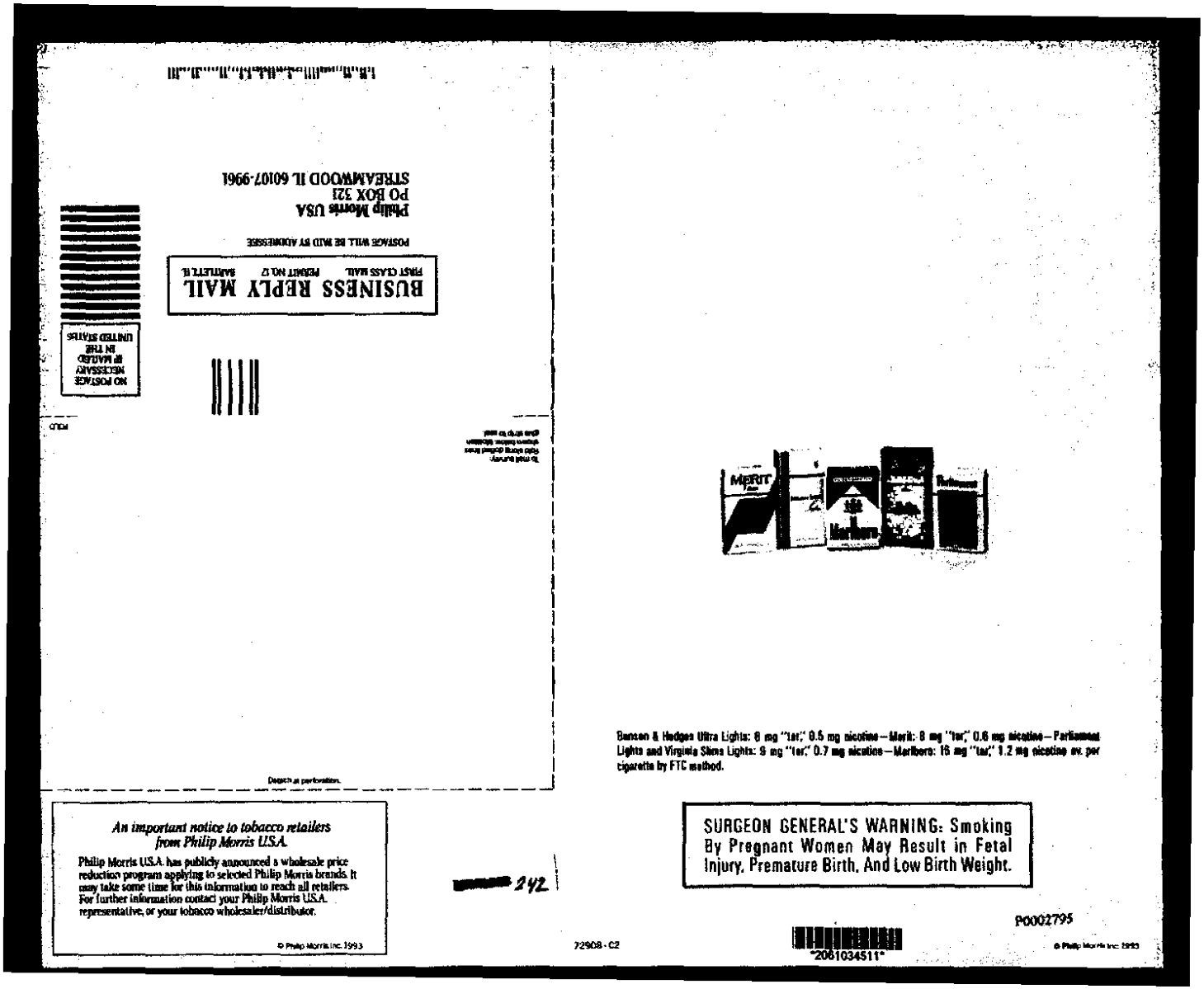
And thanks for your patience.

ANNOUNCING
NEW VALUE PRICING
ON PHILIP MORRIS BRANDS.

See retailer message other side

Source: https://www.industrydocuments.ucsf.edu/docs/hzyp0003

2061034510



2061034511

Source: https://www.industrydocuments.ucsf.edu/docs/hzyp0003